



Department of Modern Languages
and Business Communication



Romanian
Association
for Quality
Language
Services



CALL FOR PAPERS

The 7th Edition of the International Conference
Synergies in Communication
22 - 23 November 2018

The Department of Modern Languages and Business Communication of The Bucharest University of Economic Studies (ASE), Faculty of International Business and Economics is organizing the 7th edition of its annual international conference *Synergies in Communication*, to be held in Bucharest.

The conference is organized around the following **sections**:

SECTION 1: SYNERGIES IN BUSINESS COMMUNICATION, EDUCATION AND RESEARCH

Business communication is a synergic field where effectiveness is an outcome of cross-disciplinary awareness and of the ability to align best practice with the increasingly rapid pace of the world today. Papers can be submitted on topics such as:

- Current developments in academic and research communication, education and training in the field of languages;
- Current and upcoming challenges in multilingual education;
- Research methodologies and professional development;
- Technological impact on language learning;
- Translation studies; Traductology and terminology in business and economics;
- The inter-disciplinary dimension of business communication – changing mentalities through environmental education.

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SECTION 2: INTERDEPENDENCES: QUALITY ASSURANCE, ACADEMICS' PROFESSIONAL DEVELOPMENT & INTERNATIONALISATION OF HIGHER EDUCATION

This section provides an interdisciplinary forum for specialists in various fields to share expertise and to reflect together on ways forward, to the benefit of education, in general, and for better career prospects for young and experienced professionals alike. Possible topics include (but are not restricted to):

- Quality assurance in language education – a multi-perspective approach;
- The relevance of language learning and intercultural awareness for international mobility;
- Continuing professional development for academics – interdisciplinary approaches;
- The role of language proficiency for academic success and the university's internationalisation endeavours;
- Insights derived through multinational projects and their added value for the internationalisation process of HE.

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SECTION 3: EDUCATION THROUGH (INTER)CULTURAL STUDIES

In current context Intercultural Studies represent an important dimension of education, as both learners and teachers need intercultural competences not only for professional interactions and socio-economic mobility, but also as life skills. This section of our conference welcomes papers focusing on topics related to the following main areas:

- Literary and cultural studies; Analyses of culturally determined mentalities, actions, attitudes, etc.;
- Intercultural dimensions and competences for business communication and the labour market;
- Theory and practice in intercultural education;
- *Romania - 100 years of existence* – The Great Union centenary;
- *Leon Levitchi Centenary* – A prominent personality of the Romanian culture.

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SECTION 4: EAST AND WEST WITHIN INTERDISCIPLINARY FRAMES

Over the last years, there has been a burgeoning debate about the Eastern multicultural space, ranging from Eastern Europe, Middle East and South Asian countries to the Far East, which has been intrinsically coupled with significant cultural and economic dynamism; however, such diverse and multi-layered areas have also been the subject of all sorts of misrepresentations and misinterpretations. Future trajectory of the Eastern mind-set might provide a ground for the emergence of new civilizations in this new century and new millennium.

This section tries to explore the outcomes of the various encounters between Eastern and Western cultural conventions in relation to literature, arts, social sciences and media studies by carefully examining the observations and insights derived by scholars as well as by increasing cultural awareness.

- The Self and the Other; Media, popular culture and visual anthropology;
- Women identity and memory;
- Psychology and trauma studies;
- Image, imagination and imaginary worlds;
- Mythology, folklore and traditional heritage;
- Cultural studies; Translation studies.

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SECTION 5: PANAIT ISTRATI INTERNATIONAL COLLOQUIUM

- See separate attached document.

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INFORMATION FOR AUTHORS

Conference languages: **English, French, German, Italian, Russian, Spanish, Romanian**. The authors are responsible for preparation of the papers according to the guidelines provided. Each participant can submit **maximum 2 papers** as author or co-author.

Submitted papers are subject to a **double blind peer-review process**. All review comments and suggestions should be addressed in the final submission, otherwise the manuscript might be rejected at the final review stage. We request that you submit both a **marked-up version** (with revisions highlighted or indicated with tracked changes) and a **“clean” version** of the manuscript. Submitted papers must be original and not previously published or currently submitted for publication elsewhere.

PUBLICATION

The accepted articles will be published in the **Conference Proceedings (CD with ISSN)** by ASE Publishing House. A selection of the presented papers will be published in the IDB indexed journals associated with the conference: **Synergy** (www.synergy.ase.ro) or **Dialogos** (<http://www.dialogos.rei.ase.ro/>).

CONFERENCE FEES

The fee includes conference materials and CD, coffee breaks and the closing conference dinner.

Early registration till 20 October 2018	300 RON/ 65 EUR
Registration after 21 October 2018	350 RON/ 75 EUR
Members of the Research Centre "Lingua Economica"	250 RON
PhD candidates	200 RON/ 45 EUR

Participants are responsible for their own travel, hotel booking and expenses. Payments will be made by bank transfer according to the guidelines in the Registration Form (to be sent upon registration). A **scanned copy** of the payment receipt will be sent to the organizers after receiving the final acceptance notification.

KEY DATES

Submission of abstracts	2 July 2018
Notification for acceptance of abstracts	30 July 2018
Full paper deadline	15 September 2018
Notification of acceptance of full paper	15 October 2018

Facebook page: [ASE - Synergies in Communication Conference - SiC](#)

Conference venue

(RO) *Academia de Studii Economice din București*, Piața Romană 1-6, Sector 1, București, ROMANIA

(EN) *The Bucharest University of Economic Studies*, 6 Piata Romana, District 1, Bucharest, ROMANIA